

11 JAN 1971

Approved For Release 2004/10/28 : CIA-RDP88-01314R000300010068-8

Soc 4.01 - Success Unlimited

Peace and Happiness

Tough Prosperity

Success Stories

At a time when some long-established magazines are in economic trouble, the climate would hardly seem propitious for new publications aimed at mass audiences. But two youthful inspirational magazines are displaying exceptional vigor these days—so much so that they bid fair to resurrect the tired adage that “nothing succeeds like success.” Indeed, both of the publications in question have made that proposition their editorial *raison d'être*—and each is backed by capital sufficient to overcome (or outlast) any obstacle posed by the current recession.

By far the more exuberant and unabashedly materialistic of the two newcomers is Success Unlimited, a veritable whirlwind of Protestant Ethic energy and super-salesman brio, saucily wrapped in a compact Reader's Digest format. Published monthly in Chicago, SU cheerily offers its 125,000 readers a potpourri of personal success stories and self-improvement sermons (“unite with the positive forces of good”). Since it first bid for mass magazine status in 1967, SU (which sells for 50 cents a copy) has quadrupled its circulation. And although the magazine barely broke even in 1970, few doubt that it will soon turn a profit—least of all its indefatigably optimistic publisher, W. Clement Stone.

A brilliant businessman who amassed a personal fortune estimated at \$400 mil-

lion, Stone is now dedicated to disseminating the secrets of personal success in his magazine. “I want,” he says, “to change the world.” One of Chicago's own latter-day Horatio Algiers, Stone never tires of telling how he rose from a school dropout to the chairmanship of the Combined Insurance Co. of America, a door-to-door purveyor of low-cost accident and health policies to businessmen. In the late 1930s, Stone says, he discovered that, by programing his own “mental computer” to operate on PMA (Positive Mental Attitude), he could “motivate individuals to become supermen in the art of selling.” To this day, every Stone salesman starts out by learning the PMA chant, which is shouted, with fists punching the air: “I feel healthy! I feel happy! I feel teerrr-ific!” That, plus the all-pervasive presence of Stone—with his pencil-thin mustache, polka-dotted bow ties and the trousers of his pinstriped suits buckled somewhere around the sixth rib—is the essence of Success Unlimited.

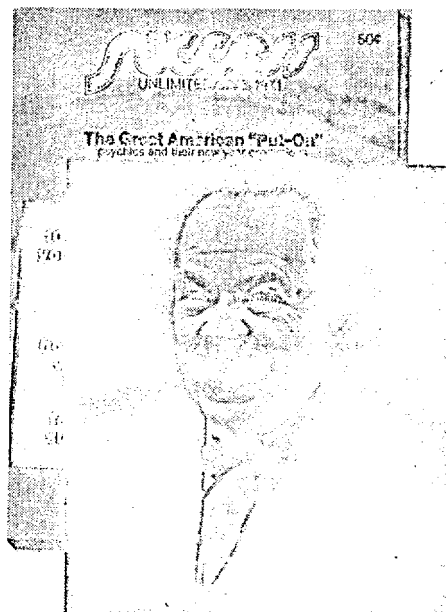
Cash: Editorially, SU manages to combine the pragmatism of “Poor Richard's Almanac” with the moral certitude of the Bible. It regularly features articles by such fervent supporters of the American way as cartoonist Al Capp, minister-athlete Bob Richards and the Rev. Norman Vincent Peale, a personal friend of both Stone and President Nixon. (Of Nixon, Stone notes modestly: “He wouldn't have made it without PMA.”) But SU really has less to do with politics than with economics. Typically, its feature pieces bear such titles as “How to Turn Your Ideas Into Cash,” “The Ten Principles of Management Success” and “My Secrets for Success—by Aristotle Onassis” and are concerned with increasing the material welfare of readers.

Remarkably similar to SU is PHIP (for Peace and Happiness through Prosperity)—a pocket-size magazine published in Tokyo and now beginning to invade U.S.

newsstands. PHIP's publisher is 75-year-old Konosuke Matsushita, the founder of the giant Matsushita Electric Industrial Co., and as such an even more successful businessman than Stone. Like Stone, Matsushita boasts of being a self-made man; he tells how he once had to pawn his wife's clothes to keep from starving. But PHIP reflects an Oriental concern for spiritual, as well as for material, well-being, and its brief articles range broadly over philosophy, music, family harmony and international brotherhood. Still, frail-looking Matsushita, who rarely leaves a platitude unturned, by no means neglects the things of this world. “Material and spiritual prosperity are like two wheels of a car,” he says. “You cannot have balance if one is missing.” And it is such homilies as these that inevitably find their way into the staunchly noncontroversial pages of his magazine.

Popular: An enormous success in Japan (where it has a circulation of 1.5 million copies), PHIP's monthly international edition made its American debut two months ago, selling at 50 cents a copy and (unlike Success Unlimited) taking no advertising. Its January issue, however, is expected to sell only 30,000 copies in the U.S., mostly by subscriptions, and it is unlikely that PHIP will ever be as popular with American readers as it is at home. But PHIP executives are reasonably optimistic about the prospects for achieving a break-even international circulation of 250,000 and will soon launch an advertising campaign in U.S. magazines and newspapers to boost American sales.

This kind of aggressive, never-say-die sales strategy would surely meet with the enthusiastic approval of PHIP's competitor, W. Clement Stone. “Should you fail one day—try again the next,” advises the ever-optimistic Stone in the current issue of Success Unlimited. “For Success is achieved and maintained by those who try and keep trying!”



Approved For Release 2004/10/28 : CIA-RDP88-01314R000300010068-8

SU's Stone (left) and PHIP's Matsushita: If at first you don't succeed...